**EDU 601 Early Literacy Parent Brochure Assignment**

1. Plan for your brochure to have 6 panels.

* Front Panel: This should have the title, grade level(s) for which the brochure is designed, and basic information about the topic. A picture, clip art or scanned artwork about the topic is a nice addition.
* Four Panels: Display information with subtitles, pictures, clip art, and designs.
* Sixth Panel: List your sources and any other information that you want (name of designer, name of school, etc.

1. Decide what main information you want to display and tell about your topics. Sample topics:

* What can I do to help my child succeed in school? Subcategories might include Reading, Writing, Learning Experiences.
* In what ways can I interact with the school?
* Homework Tips for Parents

**Brochure Scoring Rubric**

Level 4

* *Accuracy*: All information is correct and all of the sources are listed
* *Neatness*: All writing is tidy, photos and artwork are precisely placed, and all sections are orderly
* *Creativity*: The brochure as a whole is interesting, engaging, imaginative, and original
* *Colorful*: The brochure is eye catching and vibrant and/or coordinated colors are used

Level 3

* *Accuracy*: Most of the information is correct and most of the sources are listed
* *Neatness*: Most of the writing is tidy, photos and artwork are mostly placed carefully, and most of the sections are orderly
* *Creativity*: Most of the brochure is interesting, engaging, imaginative, and original
* *Colorful*: Most of the brochure is eye catching and bright colors and/or mostly coordinated colors are used

Level 2

* *Accuracy*: Some of the information is correct and some of the sources are listed
* *Neatness*: Some of the writing is tidy, photos and artwork are somewhat placed carefully, and some of the sections are orderly
* *Creativity*: Some of the brochure is interesting, engaging, imaginative, and original
* *Colorful*: Some of the brochure is eye catching and average and/or some mismatched colors are used

Level 1

* *Accuracy:* Very little of the information is correct and none of the sources are listed
* *Neatness*: Very little of the writing is tidy, photos and artwork are placed poorly, and the sections are disorderly
* *Creativity*: Very little of the brochure is interesting, engaging, imaginative, and original
* *Colorful*: Very little of the brochure is eye catching and dull and/or mismatched colors are used